

**INVOICE**

**KMBC-TV**  
KANSAS CITY  
**9**  
6455 Winchester Ave  
Kansas City, MO 64133-6409  
Main: (816)221-9999  
Billing: (816)760-9277

www.kmbc.com

Billing Address:

Strategic Media Placement OH  
Attention: Accounts Payable  
7669 Stagers Loop  
Delaware, OH 43015

Invoice #	Invoice Date	Invoice Month	Invoice Period
941984-1	08/26/12	August 2012	07/30/12 - 08/23/12

Station	Account Executive	Sales Office	Sales Region
KMBC	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Akin/R/Senate	AKIN/SEN/R	2608

Flight Dates	Order #	Ait Order #
08/15/12 - 08/23/12	941984	07897130

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**KMBC**  
PO Box 26866  
Lehigh Valley, PA 18002-6866

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/15/12	08/17/12	First News at 6am	6-7am	--111--	:30	3	\$750.00	NM
<hr/>									
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS --111-- Spots/Week 3 Rate \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC W 08/15/12 6:11 AM First News at 6am 6-7am :30 TVGENTA1201RH \$750.00 NM									
2 KMBC Th 08/16/12 6:55 AM First News at 6am 6-7am :30 TVGENTA1201RH \$750.00 NM									
3 KMBC F 08/17/12 6:41 AM First News at 6am 6-7am :30 TVGENTA1201RH \$750.00 NM									
2	08/15/12	08/16/12	Good Morning America	7-9am	--11---	:30	2	\$500.00	NM
<hr/>									
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS --11--- Spots/Week 2 Rate \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 KMBC W 08/15/12 8:53 AM Good Morning America 7-9am :30 TVGENTA1201RH \$500.00 NM									
2 KMBC Th 08/16/12 7:25 AM Good Morning America 7-9am :30 TVGENTA1201RH \$500.00 NM									
3	08/19/12	08/19/12	Su 6-7a	6-7a	-----1	:30	1	\$250.00	NM
<hr/>									
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS -----1 Spots/Week 1 Rate \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC Su 08/19/12 6:27 AM Su 6-7a 6-7a :30 TVGENTA1201RH \$250.00 NM									
4	08/19/12	08/19/12	News Wknd Sun	7-9am	-----1	:30	1	\$350.00	NM
<hr/>									
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS -----1 Spots/Week 1 Rate \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC Su 08/19/12 8:13 AM News Wknd Sun 7-9am :30 TVGENTA1201RH \$350.00 NM									
5	08/19/12	08/19/12	This Week With George	\$930-1030am	-----1	:30	1	\$300.00	NM
<hr/>									
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS -----1 Spots/Week 1 Rate \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 KMBC Su 08/19/12 10:29 AM This Week With George Stephan 930-1030am :30 TVGENTA1201RH \$300.00 NM									
6	08/15/12	08/16/12	5pm News	5-530pm	--11---	:30	2	\$700.00	NM
<hr/>									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									

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Akin/R/Senate		AKIN/SEN/R	2608

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/15/12	08/16/12	5pm News	5-530pm	--11---	:30	2	\$700.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC W 08/15/12 5:28 PM 5pm News 5-530pm :30 TVGENTA1201RH \$700.00 NM									
2 KMBC Th 08/16/12 5:23 PM 5pm News 5-530pm :30 TVGENTA1201RH \$700.00 NM									
7	08/15/12	08/16/12	6pm News	6-630pm	--11---	:30	2	\$825.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 --11--- 2 \$825.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC W 08/15/12 6:27 PM 6pm News 6-630pm :30 TVGENTA1201RH \$825.00 NM									
2 KMBC Th 08/16/12 6:25 PM 6pm News 6-630pm :30 TVGENTA1201RH \$825.00 NM									
8	08/18/12	08/18/12	6pm News Saturday	6-7pm	----1-	:30	1	\$350.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 ----1- 1 \$350.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC Sa 08/18/12 6:27 PM 6pm News Saturday 6-7pm :30 TVGENTA1201RH \$350.00 NM									
9	08/19/12	08/19/12	5pm News Sunday	5-6pm	----1	:30	1	\$350.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 -----1 1 \$350.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC Su 08/19/12 5:23 PM 5pm News Sunday 5-6pm :30 TVGENTA1201RH \$350.00 NM									
10	08/15/12	08/17/12	M-F/SU 10pm News	10-1035pm	--111--	:30	3	\$1,500.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 --111-- 3 \$1,500.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
2 KMBC W 08/15/12 10:22 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1201RH \$1,500.00 NM									
3 KMBC Th 08/16/12 10:21 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1201RH \$1,500.00 NM									
1 KMBC F 08/17/12 10:32 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1201RH \$1,500.00 NM									
11	08/18/12	08/18/12	Sa 10pm News	10-1035pm	----1-	:30	1	\$750.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 ----1- 1 \$750.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC Sa 08/18/12 10:28 PM Sa 10pm News 10-1035pm :30 TVGENTA1201RH \$750.00 NM									
12	08/19/12	08/19/12	Su 10pm news	10-1030pm	----1	:30	1	\$1,600.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 -----1 1 \$1,600.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC Su 08/19/12 10:24 PM Su 10pm news 10-1030pm :30 TVGENTA1201RH \$1,600.00 NM									
13	08/16/12	08/16/12	M-F 1135p-1205am	1135pm-1205am	---1---	:30	1	\$225.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
08/13/12 08/19/12 ---1--- 1 \$225.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 KMBC Th 08/16/12 11:54 PM M-F 1135p-1205am 1135pm-1205am :30 TVGENTA1201RH \$225.00 NM									
14	08/20/12	08/20/12	6pm News	6-630pm	1-----	:30	1	\$825.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).

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							Week	Rate								
<b>Weeks:</b> Start Date 08/20/12 End Date 08/26/12 MTWTFSS 1----- Spots/Week 1 Rate \$825.00																
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type																
1 KMBC M 08/20/12 6:12 PM 6pm News 6-630pm :30 TVGENTA1201RH \$825.00 NM																
15	08/21/12	08/21/12	First News at 6am	6-7am	-1-----	:30	1	\$750.00	NM							
<b>Weeks:</b> Start Date 08/20/12 End Date 08/26/12 MTWTFSS -1----- Spots/Week 1 Rate \$750.00																
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type																
1 KMBC Tu 08/21/12 6:55 AM First News at 6am 6-7am :30 TVGENTA1201RH \$750.00 NM																
17	08/23/12	08/23/12	Good Morning America	7-9am	---1---	:30	1	\$500.00	NM							
<b>Weeks:</b> Start Date 08/20/12 End Date 08/26/12 MTWTFSS ---1--- Spots/Week 1 Rate \$500.00																
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type																
1 KMBC Th 08/23/12 7:59 AM Good Morning America 7-9am :30 TVGENTA1202H \$500.00 NM																
<u>Total Spots</u>						23										

**Payment Terms 30 Days**

<u>Gross Total</u>	\$17,050.00
<u>Agency Commission</u>	\$2,557.50
<u>Net Amount Due</u>	\$14,492.50